



California Immunization Coalition Vaccine Booster - August 2013

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Hot Links

coalitionswork.com/resources

"Fran Butterfoss' website has so much on it that is of value to building coalitions... She is a FABULOUS resource to coalitions and we've benefitted a lot from her materials."
Kathe G

August is National Immunization Awareness Month (#NIAM13)

The month of August is designated as National Immunization Awareness Month and is an opportunity to create broad awareness about the fact that although immunizations have significantly reduced the incidence of many serious and potentially deadly infectious diseases, vaccination rates for some diseases are lagging behind national public health goals.



The National Public Health Information Coalition (NPHIC) in collaboration with the CDC, has developed a communication toolkit to highlight the importance of immunizations across the lifespan during the month of August. NPHIC is sharing this toolkit with the public health community and encourages everyone to use the social media messages, articles, and fact sheets within your communications to build heightened awareness among our public health communicators, healthcare providers and the public.

Key Messages include:

- Vaccines are an important step in protecting against serious, and sometimes deadly, diseases.
- Vaccines are recommended throughout our lives.
- A strong provider recommendation is one of the best ways to ensure patients get the vaccinations they need when they need them!

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[Get the Tool Kits](#)

Now is the time to start tweeting, posting, writing and sharing information

www.cdc.gov/USMexicoHealth/index.html
The site contains information about health issues unique to the border region, CDC's border and binational-related programs and activities, a list of some key partners, the US-Mexico Guidelines for Cooperation, and resources such as relevant publications and health communication and education materials.

Calendar

August 1-31, 2013
Natl IZ Awareness Month

August 27, 2013 - 11am PT / 2pm ET
VICNetwork Webinar

October 10-16, 2013
Natl Adult IZ Week

October 28-30, 2013 - Nevada
Nevada Health Conference

December 1-7, 2013
Natl Influenza Vaccination Week

CIC's Favs:

www.shotsforschool.org information for schools, parents, and healthcare providers about school immunization requirements in California

www.shotbyshot.org share your story!

www.flu.gov for CDC's latest influenza information

www.eziz.org
for CDPH's interactive training modules and provider resources

www.VacunasyMiSalud.org for resources in Spanish, including influenza information

<http://mybestshot.org>
A site designed with teens in mind!

www.vicnetwork.org to educate local and national health organizations, coalitions, and public health departments about effective immunization communication strategies.

PKIDs' Communications Made Easy program (www.pkids.org/cme) helps immunization educators learn the ropes of social marketing and traditional and social media.

with all of your partners to extend these messages beyond our traditional partners. Be sure to include hashtag #NIAM13 which helps extend the reach of tweets and posts. Go to www.nphic.org/niam to download the kit and web banners today!

Back-to-School Reminders



Whether your child is starting kindergarten or heading to college, Back-To-School time is busy! Here are some tips to help keep kids healthy this school year.

1. Certain immunizations are required for California schools. For example, 7th graders need a pertussis shot (Tdap) before starting school. Visit ShotsForSchool.org more info.
2. If your child will be biking to school this year, make sure her bike's the right size and her helmet fits well.
3. Are your kids fussy eaters? Encourage them to pack their own lunches and snacks and include a variety of fresh fruits and veggies.
4. You want your child to see everything vividly and clearly. It might be time to schedule another eye exam.
5. Cavities are not a rite of passage. Kids need regular dental exams.
6. Walking to school this year? Help your child be a safe pedestrian.
7. All kids, regardless of their age or grade, need immunizations to stay healthy and protected. Make sure your kids are up-to-date on recommended immunizations.

<http://www.cdc.gov/vaccines/who/teens/downloads/parent-version-schedule-7-18yrs.pdf>

Flu Toolkit for Schools



Voices For Vaccines has teamed up with Families Fighting Flu and Nurses Who Vaccinate to create a free, downloadable toolkit designed for schools to use to help combat influenza. The toolkit also has an easy, fun template for a flu vaccine contest.

<http://www.voicesforvaccines.org/wp/vf/wp-content/uploads/2013/08/Schoolleaders-flushotcontestintro-1.pdf>

Exemptions to Required Immunizations Based on Personal Beliefs: Changes Coming in 2014

Starting in 2014, a new California law will modify the process for obtaining exemptions to student immunizations based on personal beliefs. Assembly Bill

Keep up with us on:



Our Mission

The California Immunization Coalition is a public-private partnership dedicated to achieving and maintaining full immunization protection for all Californians to promote health and prevent serious illness.

Contact Us

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To submit Calendar items, articles or announcements, contact:
cmartin@communitylinkcr.org

Donate



(AB) 2109 requires documentation that health care practitioners have informed parents about vaccines and diseases.



The [text of the new law](#).

The [Governor's Signing Message](#).

Additional information will be posted on www.ShotsForSchool.org as it becomes available.

Legislative Update

CIC follows immunization related legislation and encourages all local health advocates to stay informed. To receive information on these bills directly, subscribe on line at www.leginfo.ca.gov. The following bills are moving through the legislative process:

AB 411 (Pan) Medi-Cal: performance measures.

AB 1208 (Pan) Medical homes.

SB 491 (Hernandez) Nurse practitioners.

SB 492 (Hernandez) Optometrist: practice: licensure.

SB 493 (Hernandez) Pharmacy practice.



CIC has taken a neutral position on all of these bills. For updates on these and other bills related to immunizations please join us on our monthly **CIC Advocacy Committee calls**. Contact storres@communitylinkcr.org to be added to the Advocacy Committee distribution list.

Arizona's New Teen Focused Meningitis Campaign



The Arizona Partnership for Immunization (TAPI) partnered with National Meningitis Association (NMA) and T2X to launch a new teen focused meningitis campaign in Arizona: Boost Your Knowledge About Meningitis. Teens 13-20 years old nationwide may also participate in this campaign.

The campaign provides teens with important information about meningitis, disease symptoms, vaccine information and allows teens to watch videos from survivors, participate in contests and much more. They may also interact with peers who may have the same questions and interests that they have through social media options, such as posting videos, songs, artwork, chat etc.

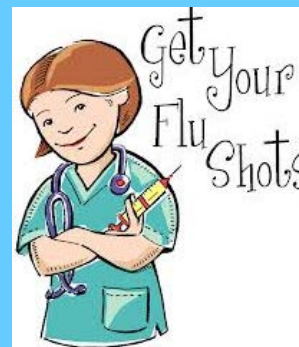
The campaign is being launched during the 2013 National Immunization Awareness Month as teens go back to school. TAPI has created eye catching flyers and posters for teens to promote the new campaign and provide registration information. Promotional resources can be found at www.WhyImmunize.org.

To participate, teens 13-20 years old can register at www.t2x.me/meningitis. Arizona teens can also text the word "meningitis" to 602-456-2951. Teens outside of Arizona can text "meningitis" to 424-246-8896. There is no cost to participate. Text messaging rate may apply. For more information, please contact Karin Szymanski at KarinS@tapi.org or Lynn Bozof at Lynn.nma@gmail.com.

T2X is a teen social media site created by UCLA Fielding School of Public Health, Health Net Inc., and EPG Technologies.

CIC July 23 Education Hour Recap

More than 80 listeners participated in CIC's July 23 Education Hour, "What's New---and Not New---With the Flu" and based on our follow up surveys, participants felt strongly that the hour was time well spent. The program featured Dr. Robert Schechter of CDPH Immunization Branch discussing the seasonal influenza vaccine formulations that will be available in the 2013-2014 flu season and how the CDC's 2013 recommendations should be applied when administering vaccines to different populations. Cindy Fowler, a Health Communications Specialist for the CDC, spoke about communication on flu issues, what to say to patients and the public about flu vaccines when asked about risks, safety, and whether it is still important to get a flu shot. Both presentations have been posted on the CIC website at <http://www.immunizeca.org/resources/education-hour/archive>.



The next Education Hour will be held on Tuesday, October 22, 2013 from 12:00 to 1:00 pm PT and will feature Andrew Resignato of the San Francisco Immunization Coalition, Chair of CIC's Pertussis Task Force and other speakers discussing updated pertussis recommendations and strategies.

Kids and Flu

Flu seasons vary in severity, however some years are particularly deadly among toddlers and children. The single best way to protect children from the flu is to get them vaccinated each year. As we head into flu season, CDC recommends that everyone 6 months of age and older get a seasonal flu vaccine. We don't want anyone-especially children-to get sick from flu. For more information, visit CDC's 2013-2014 Flu page at <http://www.cdc.gov/flu/about/season/index.htm>, the EZIZ Flu Resources page at



<http://eziz.org/resources/flu-promo-materials/>, and download this handy Flu product guide <http://eziz.org/assets/docs/IMM-859.pdf>.



**Save the date - Tuesday, August 27, 2013 -
11am PT / 2pm ET**

What's Trending this Fall? - CDC's Communication Plans for the 2013-14 Influenza Season

The August 27th webinar will include information on recent message testing research conducted by CDC and will highlight key messages and specific information about the agency's vaccine promotion campaign plans for the 2013-14 flu season.

Kristine Sheedy, Ph.D.

Kristine Sheedy, Ph.D. Associate Director of Communication Science (ADCS) for the National Center for Immunization and Respiratory Diseases at the U.S. Centers for Disease Control and Prevention (CDC)



Yvonne Garcia

Yvonne Garcia, Health Communication Specialist for the National Center for Immunization and Respiratory Diseases at the U.S. Centers for Disease Control and Prevention (CDC).



[REGISTER NOW](#)

CIC Congratulates Ken August

CIC wants to thank and congratulate Ken August, a long time partner and advocate for CIC and the VICNetwork. If you have attended any of the VICNetwork webinars over the past 3 years you have enjoyed hearing Ken's voice as host of these informative webinars. Behind the scenes, Ken has been a strong advocate for building and strengthening the relationship between coalitions and public health communicators at the local, state and national level.



Ken August was recently appointed assistant director of external affairs at the California Department of State Hospitals. Ken has been director of outreach and marketing at the National Public Health Information Coalition since 2007 and chief of risk communication at the California Department of Public Health since 2006. He has held multiple positions at the California Department of Health Services from 1987 to 2006,

including deputy director of public affairs.

Thank you Ken for your partnership, professionalism and positive spirit.

CIC Congratulates Vicki Evans

Congratulations and heartfelt thanks to Vicki Evans, CDC Health Communications Specialist, on her retirement. For more than 20 years Vicki has supported, encouraged, and championed immunization coalitions across the U.S. Vicki was instrumental in the creation and development of most immunization coalitions, including CIC and VICNetwork. We thank her for her unwavering support and wish her much happiness and success in her retirement.



State Coalition Partner Spotlight: Idaho Immunization Coalition

Famous Potatoes. And an Immunization Coalition, too.

Launched in 2008, the Idaho Immunization Coalition's vision is to promote immunizations, prevent disease, and protect Idaho. Despite the state's motto, "Little Ida," the statewide coalition is no small fry. IIC has strong leadership, a solid strategic plan, and a wide variety of partners throughout the state. The coalition's main goals are to protect Idahoans from vaccine-preventable diseases and to maintain the statewide immunization registry. IIC also posts a quarterly newsletter and always has lots of helpful resources on its website. To get involved or for more info, visit <http://www.idahoimmune.org/>



National Association of County and City Health Officers (NACCHO)

Congratulations to Dr. Todd Stolp, Tuolumne County Health Officer and active member of CIC's Communication Committee. Dr. Stolp was recently named California's representative to the National Association of County and City Health Officers (NACCHO), the national organization representing local health departments. For more info about NACCHO, visit naccho.org. Many of you might know Dr. Stolp's name from his children's book written with Neil Shulman and Robin Voss, *The Germ Patrol*, a book about shots for tots...and big kids too. CIC wishes him well at NACCHO.



National Conference of Immunization and Health Coalitions to be held in Seattle in 2014

The Eleventh National Conference of Immunization and Health Coalitions (NCIHC) is coming to the West Coast! NCIHC 2014 will be hosted by WithinReach and the

Immunization Action Coalition of Washington, and held at the Seattle Westin May 21-23, 2014. The conference, which brings together immunization advocates and coalition leaders from all over the nation, will



offer sessions on a wide range of immunization and health issues including national, state and regional perspectives on ACA implementation, public health and immunization perspectives on communication, and health equity. Breakout session topics, including storytelling with data, research and evaluation, media and social marketing as applied to health issues such as immunization, and immunization registries, as well as increasing adult immunization, and fundraising, are planned to give local and regional coalitions an opportunity to share what they are doing and how it is working.

This is only a partial list of what will be offered, but start thinking about this always exciting conference and the programs your organization has developed. This is a great way to share what you have learned and to learn from others. Watch for the call for abstracts, which will contain a full list of topics, and make a note on your calendar. Watch future issues of the Booster and www.immunizeca.org for more information as it becomes available.

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